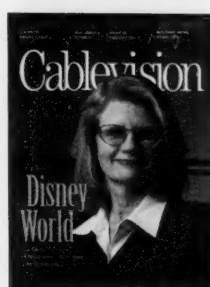
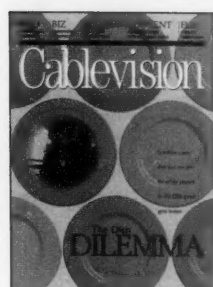
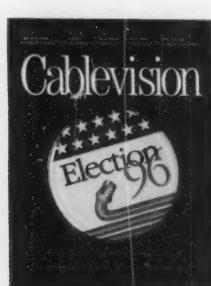
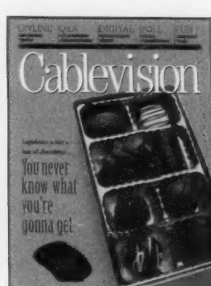
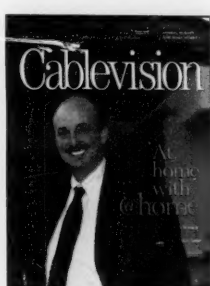
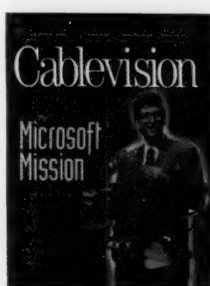
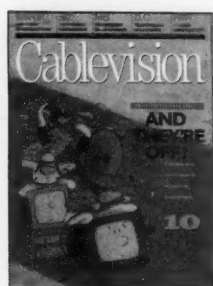
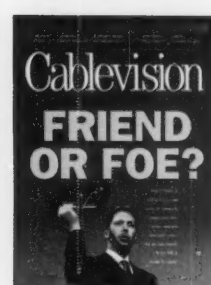
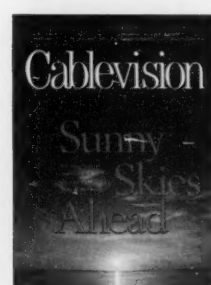
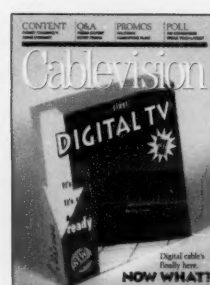
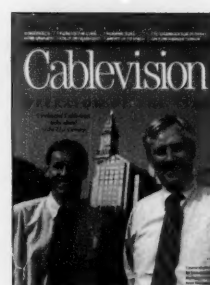
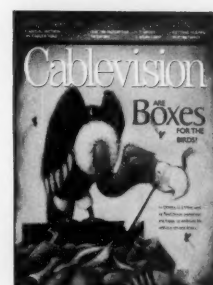
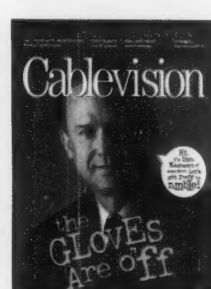
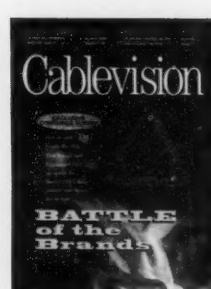
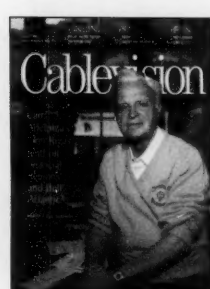
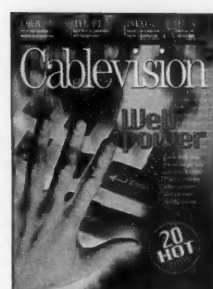
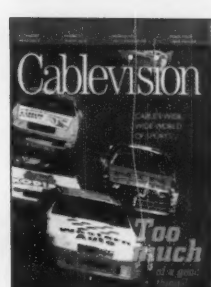
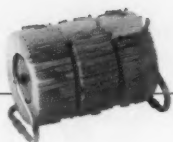


# Cablevision



## 1996 Editorial Index





## 1996 EDITORIAL INDEX

### Departments

**T**his Editorial Index, a special Cablevision section, is a comprehensive guide to all the stories we've run during 1996. It's a useful reference tool to track down information you may recall having seen in our pages, as well as a handy way to review developments in different sectors of the cable industry over the past year.

The index is organized to correspond to the various subject categories found in a typical issue of Cablevision. The categories under which departments and columns are organized include: Content (programming/pay-per-view and online/Internet developments), Digital Gateway, a section exploring how cable companies are creating their future in a convergence environment, Marketing & Advertising (includes promotion), Technology & Operations, Strategy (business issues) and D.C. Spin (policy/regulatory issues). *Lighten Up*, our humor-driven column spotlighting cable's offbeat, colorful side, is also included. Each entry under the department/columns categories includes a headline and a brief story explanation, plus the issue date and page number.

A complete inventory of the past year's feature stories, arranged by category, complete with headlines, synopses and date/page numbers, is also included.

### CONTENT

#### Joined at the Hip

Cable and the PC are increasingly programmed in tandem—a necessity rather than an option (1/22/96, pp. 34-37, by Jim Cooper)

#### E!-lectric!

E! hopes to live-wire its lineup with Internet, docudrama and live specials (2/5/96, p. 31, by Jim Cooper)

#### HBO POW-er

*Spawn*, a grown-up comic book, animates cable (2/5/96, p. 31, by Jim Cooper)

#### Marrying Talent and Tech

The Microsoft/BET alliance is a harbinger of things to come (2/19/96, p. 38, by Jim Cooper)

#### Save Those Rabbit Ears

The Box hangs on by hanging in with New York City low power (2/19/96, p. 40, by Jim Cooper)

#### Gross PPV Revenue To Heat Up

(2/19/96, p. 40, by Jim Cooper)

#### Calling All Bochcos

Turning the online hype into a business requires a new type of programming (3/4/96, pp. 32-33, by Jim Cooper)

#### Eye of the Cyber

Web pages could give local PPV managers a deeper reach (3/25/96, pp. 32-34, by Jim Cooper)

#### Fighting Closed Circuit

PPV's ability to draw the mega-match is in question (3/25/96, pp. 32-34, by R. Thomas Umstead)

#### Populism as a Niche

In the election year, NET and others are looking to reach an audience alienated from Washington (4/15/96, p. 31, by Jim Cooper)

#### Independent Thinking

Is 'Dodge City' big enough for two independent film channels? To deal with Redford's Sundance, IFC brands itself (4/29/96, p. 90, by Jim Cooper)

#### On the Docket: Teens

Court TV figures why shouldn't teens get their day in court? So it's teaming with systems to create programming for them (4/29/96, p. 92, by Jim Cooper)

#### Bulldozing Some PPV Ideas

Executions are out. So are dogfights, cockfights and, in some circles, bullfights (4/29/96, p. 92, by Jim Forkan)

#### Rags to Niches

Reversal of fortune: From shaky beginnings, E! and The Learning Channel have turned themselves around (5/13/96, pp. 40-42, by Jim Cooper)

#### Popping Into Localism

To brand itself, Popcorn Channel hooks up with local theaters and operators (5/27/96, p. 32, by Jim Cooper)

#### Late-Night Compassion

Lifetime will run a special *Late Date with Sari* during a 'Day of Compassion' (5/27/96, p. 32, by Jim Cooper)

#### Off the Rack

More and more, networks are hooking up programming and promotion with magazines covering the same niche (6/10/96, pp. 38-39, by Jim Cooper)

#### Burning Rubber

To drive its schedule, Speedvision buys 30 classic cult car and road films from Hollywood (6/24/96, p. 28, by Jim Cooper)

#### Adults Wait

Spice and Playboy still rubbing up against Provision 505 of the Telecom Act (6/24/96, p. 28, by Jim Cooper)

#### Jumping In With Both Feet

NBC cable/broadcast talent and management merge in the form of MSNBC (7/15/96, p. 44, by Jim Cooper)

#### Original Thinking

Networks up and down cable's food chain are all focused on programming that distinguishes them and makes them valuable (8/19/96, pp. 42-44, by Jim Cooper)

#### Best Face Forward

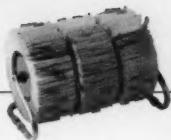
What's up? Revamping, and tweaking everything from programming and on-air images to logos (8/19/96, p. 48, by Jim Cooper)

#### How Low Is Low?

Cable has network TV on the ropes this summer—but admen say the Big 4 won't be down and out this fall (8/19/96, pp. 49-50, by Jim Forkan)

#### Travel Companions

Programming The Travel Channel's voyage into the future takes two (8/19/96, pp. 50-51, by Jim Cooper)



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#### 'Plexing': Not Perplexing

Coming attraction: Multiplex screens, either thematic or time shifts, are getting a bigger role to play (9/16/96, p. 56, by Jim Cooper)

#### Hashing It Out

TCI News aims to link with about 30 diners across the nation as grassroots cyber bureaus (10/7/96, p. 36, by Jim Cooper)

#### NewsTalk Grows Through 'Education'

A special set-up boosts a cable net's reach by 30 million homes—for a while (10/7/96, p. 38, by Simon Applebaum)

#### Remaking Disney Channel

Anne Sweeney, president of The Disney Channel, hits the pavement to find out what viewers want (10/21/96, p. 44, by Jim Cooper)

#### 'Daily' Tweaks

Comedy Central bets on live laughs and a new time slot to give *The Daily Show* a shot in the arm (11/4/96, p. 32, by Jim Cooper)

#### A Glut of Sports Nets?

ESPN, CNN, Fox and others jump into a crowded sports news arena (11/25/96, pp. 36-38, by Jim Cooper)

#### The Bio Brand

*Biography* celebrates its past while preparing for its network future (11/25/96, p. 38, by Jim Cooper)

#### DIGITAL GATEWAY

##### Lost in Space?

On the playing field of the Internet, brands and big money may not rule (1/22/96, pp. 28-29, by Jim Cooper)

##### Hot Java, To Go

The latest computer technology is a language called Java—and some say it's just the ticket (1/22/96, pp. 29-31, by Chris Nolan)

##### Rogers Goes Digital

Canada's Rogers Cablesystems is embracing digital technology and the Internet to stay competitive (2/5/96, pp. 27-29, by Jon Healey)

##### Peel Me an Onion, Cry Me a River

A no-tears approach? An engineer outlines the steps ops need to move from one-way cable to two-way delivery of voice and data (2/5/96, pp. 29-30, by Chris Nolan)

##### Digital Video, Texas Style

The new Americast name takes its first ride in the Lone Star State (2/19/96, pp. 31-34, by Tom Kerver)

##### Adlink: The L.A. Boom

The leading interconnect is attracting auto dealers and retailers with digital flexibility (2/19/96, pp. 34-36, by Jim Forkan)

##### The 'Power' Trip

Computer folks are being nice to cable—to get the Bells in line (2/19/96, p. 36, by Chris Nolan)

#### A 'Recipe' in Progress

The first commercial switched digital video service cooks up recipes, PPV, MIS and customer service innovations (3/4/96, pp. 29-30, by Simon Applebaum)

#### Moving on Modems

Operators are putting pressure on vendors to quickly come up with reliable modem equipment (3/4/96, p. 31, by Chris Nolan)

#### Utilities Power Cable

Cable should eye utility companies as partners before telcos do (3/25/96, pp. 28-30, by Tom Kerver)

#### The Hi-tech Breadbox

It's getting harder to tell the difference between a computer and a set-top (3/25/96, pp. 30-31, by Chris Nolan)

#### The Interactivity Trick

DirecTV teams with Microsoft to deliver near-interactive services from satellite to home PCs (4/15/96, pp. 26-30, by Karen JP Howes)

#### A Service Provider To the Stars

UUNet delivers top-quality Internet support to network innovators like Sci-Fi (4/15/96, pp. 29-30, by Chris Nolan)

#### M Is for Modems

More than six vendors are interested in the cable modem business. Here's a rundown (4/29/96, pp. 77-78, by Chris Nolan)

#### E Is for Ethernet

Ethernet has become cable's link to the PC, and will enable the cable modem business to grow more quickly (4/29/96, p. 82, by Chris Nolan)

#### N Is for Network

Computer networking companies come calling on cable to turn today's coax plant into two-way nets (4/29/96, p. 84, by Chris Nolan)

#### Is Everybody Happy?

Open Video Systems: reviving old conflicts, old rules (4/29/96, p. 86, by Chris Nolan)

#### The 6 MHz Challenge

The idea of using broadcasters' 6 MHz of spectrum for multiple program offerings on one channel spurs vendors (5/13/96, pp. 35-36, by Chris Nolan)

#### Health on a Fast Track

Cable modems and an operator's I-net help physicians get up to speed on their hospitalized patients (5/13/96, p. 38, by Simon Applebaum)

#### Political Connections

Networks use Web links to network with presidential candidates (5/27/96, pp. 28-30, by Jim Cooper)

#### MIS Nets for Nets

Three cable programmers link up with a new end-to-end software product designed with their needs in mind (5/27/96, p. 30, by Simon Applebaum)

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#### **The Digital Scramble**

Is there a market to challenge DigiCipher? You bet (6/10/96, pp. 31-37, by Chris Nolan)

#### **There's the Egg.**

##### **Where's the Chicken?**

As those digital boxes near, programming plans are being hatched (6/10/96, pp. 36-37, by Chris Nolan)

#### **Pay As You Go**

Palo Alto system's modem trial takes on 'pay-per-use' software (6/24/96, pp. 24-25, by Simon Applebaum)

#### **Wireless: The Digital/ Analog Struggle**

Though MMDS grows, it's at a snail's pace. The industry pins its hopes on digital, except in smaller markets (6/24/96, pp. 25-26, by Chris Nolan)

#### **Hot Link Atlanta**

Networks plug into Olympic coverage with their Web sites (7/15/96, pp. 40-41, by Jim Cooper)

#### **Light Show**

Increased reliance on fiber optics to send signals spurs cable's use of laser technology (8/19/96, pp. 30-34, by Chris Nolan)

#### **A Case for Words**

Reading the TV screen may be back in style (8/19/96, pp. 34-36, by Chris Nolan)

#### **Mapping Out the Future**

Modems for schools: Operators offer a 'class' act (8/19/96, p. 40, by Chris Nolan)

#### **Warehouse Has It All**

Oracle and other MIS players dig deeper into MSO operations through data warehousing (9/16/96, p. 53, by Simon Applebaum)

#### **The Cable**

##### **Enterprise Network**

The backbone of the broadband system of the future (9/16/96, pp. 54-55, by Simon Applebaum)

#### **Fiber-to-the-Curb: Folly or Foresight?**

Interactive Multimedia Network of Ohio takes a contrarian strategy and runs with it (10/7/96, pp. 30-32, by Jon Healey)

#### **The Next 'Level'**

Cable and consumer electronics engineers say they've made some headway in resolving compatibility (10/7/96, p. 34, by Chris Nolan)

#### **Standards for Digital Set-tops**

CableLabs' agreement brings digital set-tops closer to retail than ever (10/21/96, p. 42, by Chris Nolan)

#### **A Big Solution for Small Ops**

Here's one way for small operators to link rural America to the Internet—and it's affordable (11/4/96, pp. 26-28, by Tom Kerver)

#### **Making Modems**

In six months, there should be real competition as vendors gear up (11/4/96, p. 30, by Chris Nolan)

#### **Staying Out of the Box**

Content providers say exclusive deals with online services are a no-no right now (11/25/96, pp. 28-32, by Jim Cooper)

#### **A Model For Cable?**

Sprint and its MSO partners in PCS experiment with new MIS technology (11/25/96, pp. 32-34, by Simon Applebaum)

#### **'Sonic' Modems**

Scientific-Atlanta's modems use old technology in a new way (11/25/96, p. 34, by Chris Nolan)

#### **MARKETING & ADVERTISING**

##### **Will Spinoffs Translate?**

Like broad-based networks, ethnic networks are deciding to push 'the goods' (1/22/96, pp. 38-40, by Jim Forkan)

##### **The Wheel Deal**

It's not quite gridlock, but promo 'vehicles' are burning rubber (1/22/96, p. 40, by Jim Forkan)

##### **David Tweaks Goliath**

Time Warner says it won't stoop to counter Liberty's marketing salvos (2/5/96, pp. 32-33, by Jim Forkan)

#### **MSO Exec's Ship Comes In**

Century executive gives Galavision marketing more operator focus (2/5/96, p. 33, by Jim Forkan)

#### **The War of Independents**

Independent Film Channel and the Sundance Channel are going all out to bolster awareness among systems and consumers (2/19/96, pp. 42-44, by Jim Forkan)

#### **Five Ways to Win**

MSOs are eyeing new horizons by using the Internet and selling time on outside systems (3/4/96, pp. 34-35, by Jim Forkan)

#### **Basest Instincts**

Comedy Central takes a voyeuristic trail with media buyers via computer games. (3/4/96, p. 35, by Jim Forkan)

#### **Cablevision's Geared Up**

In '96, MSO accelerates image and OptimumTV profiles (3/25/96, pp. 38-40, by Jim Forkan)

#### **The Pressure's On**

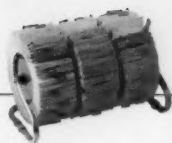
Cable and ad execs point out five crucial challenges facing CAB (3/25/96, pp. 40-42, by Jim Forkan)

#### **Ostrow: Five Key Issues Facing CAB**

Cabletelevision Ad Bureau president Joe Ostrow sets his own agenda. (3/25/96, p. 42, by Jim Forkan)

#### **Not Just TV Anymore**

Technology and customer service star in Cox's 1996 image push (4/15/96, pp. 32-33, by Jim Forkan)



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#### The Webvertising Force

Turner Broadcasting now has a sales force dedicated to selling the Web as an advertising medium (4/29/96, pp. 94-96, by Jim Forkan)

#### The Family Way

Preparation for the 'chip' era: Packaging films for families and women is on the rise in PPV (4/29/96, p. 96, by Jim Forkan)

#### Scoring With Sports Sponsorships

Four cable networks' tie-ins with various teams are generating dollars and branding power (5/13/96, pp. 44-45, by Jim Forkan)

#### Focusing on 'Star' Quality

Now a top-10 MSO, Marcus is telling subs, 'We're your TV star' (5/27/96, pp. 34-36, by Jim Forkan)

#### Cox Kit Bolsters

**Pol Ad Sales**  
Cox's CableRep Advertising arm expects \$3 million from politicians (5/27/96, p. 36, by Jim Forkan)

#### The History Test

How do you market the past? Here are five ways to get ahead by making viewers look backward (6/10/96, pp. 40-41, by Jim Forkan)

#### Starting Over:

**Remarketing fX**  
fX's marketing and promotion soon will reflect changes made on its programming lineup (6/10/96, p. 42, by Jim Forkan)

#### Six Tips to Boost Ad Sales

Operators' local sales efforts get a little help from their friends on the network side (6/24/96, pp. 30-31, by Jim Forkan)

#### Lifetime Touts Voting

Network's 'Go Vote '96' public service push includes a local ad sales element (6/24/96, pp. 31-32, by Jim Forkan)

#### TCI System Redefines 'Photo Op'

Dayparting photo/infomercial ads, TCI in Racine, Wisc., revamped its LO format (6/24/96, p. 32, by Jim Forkan)

#### Cable's Olympic Goals

NBC may have the rights, but cable is all over the Olympics with specials, promotions and team sponsorships (7/15/96, pp. 48-50, by Jim Forkan)

#### Where Do They Get Those Ideas?

What's a picnic without ants? John Zamoiski cooks up attention-grabbing promotions (7/15/96, p. 50, by Jim Forkan)

#### Kits Cause Fits

Inundated with nets' promo kits, ops say there's gotta be a better way (8/19/96, pp. 52-54, by Jim Forkan)

#### Global Village on Sale

ESPN's pitches one-stop global multimedia shopping, part of an 'integrated' ad sales effort (9/16/96, pp. 58-60, by Jim Forkan)

#### Winning Tickets

Several cable networks have developed intriguing ways to spark ad sales during a blah presidential election year (10/7/96, pp. 40-42, by Jim Forkan)

#### Falcon Attacks DBS

Falcon preys on weaknesses of DBS in comparison ads (10/21/96, pp. 46-48, by Jim Forkan)

#### Step by Step

MediaOne in Atlanta is marketing a \$350 million fiber-optics upgrade rollout virtually house by house (11/4/96, pp. 33-34, by Jim Forkan)

#### The Digital Sell

Armed with consumer research, TCI gets its digital marketing artillery ready to roll in Connecticut (11/25/96, pp. 42-44, by Jim Forkan)

#### Churning Out Stunts

Who'll be 'toast'? There's no time to mull that as post-merger Turner execs turn on the promo machine (11/25/96, p. 44, by Jim Forkan)

### TECHNOLOGY & OPERATIONS

#### Had This Been an Emergency...

Operators aren't rushing to deploy emergency alert gear, a year after the FCC set its ground rules (1/22/96, pp. 42-43, by Simon Applebaum)

#### 'Snow' Removal

Getting rid of noise—a.k.a. 'snow'—is much harder than shoveling the white stuff (2/5/96, pp. 34-35, by Chris Nolan)

#### Undercover Man

Cable's undercover 'cop' gets the goods on signal pirates (2/19/96, p. 46, by Simon Applebaum)

#### The Reliability Factor

Interested in telephony? You'd better make sure your cable system's up to the task. Here's the way to go (3/4/96, pp. 36-37, by Chris Nolan)

#### Bells Chime In Again

In a new request for digital set-tops, the Bells are telling the world what sort of box they want (3/25/96, pp. 44-45, by Chris Nolan)

#### Keeping Up With Jones

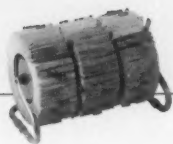
Jones maps out a plan to offer phone service and Internet access to homes near D.C. (4/15/96, pp. 34-35, by Chris Nolan)

#### Need an Exec? Call a Temp

MSOs in need of an experienced hand are putting temporary executives in charge (4/29/96, pp. 98-99, by Simon Applebaum)

#### The Warehouse Picture

Cox eyes the possibility of taking a clustering approach to equipment storage to achieve efficiencies (5/13/96, pp. 46-48, by Simon Applebaum)



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#### How Safe Is Safe?

As cable theft takes on a more violent tone, operators try to cope (5/27/96, pp. 38-41, by Simon Applebaum)

#### End-to-End Game

Three top MSOs get their next generation MIS acts together, using adaptable 'enterprise networks' (6/10/96, pp. 43-44, by Simon Applebaum)

#### F-Troop

Those pesky F-connectors are getting a little better (6/10/96, p. 45, by Chris Nolan)

#### Giving It a Little "GaAs"

It's out with the silicon, in with the gallium arsenide chips a.k.a. GaAs (6/10/96, pp. 45-46, by Chris Nolan)

#### Training on a Fast Track

TKR Cable reinvents CSR training with an accelerated approach (6/24/96, pp. 33-34, by Simon Applebaum)

#### Software Control

The latest wrinkle in digital ad insertion: A specialty MIS vendor from overseas aims to conquer U.S. (6/24/96, p. 34, by Simon Applebaum)

#### Testing Digital

CableLabs looks at the problem posed by evaluating equipment out there for digital TV (7/15/96, p. 46, by Chris Nolan)

#### The Age of 'Consent'

Will round two of retransmission consent negotiations be as brutal as round one? (8/19/96, pp. 56-60, by Simon Applebaum)

#### Theory and Reality

Can cable modems be used to monitor networks? (9/16/96, pp. 60-62, by Chris Nolan)

#### Old Contest, New Tools

ADSL is back, but this time it's for data as cable and telephone companies race to grab home and business customers (10/7/96, pp. 44-46, by Chris Nolan)

#### One-stop Shopping

To push their 'products,' Cablevision Systems and Comcast open their own retail stores (10/21/96, p. 50, by Simon Applebaum)

#### Marcus Goes the Distance

Marcus Cable finds ways to make money off distance learning in Wisconsin (11/4/96, p. 35, by Simon Applebaum)

#### Cleaning Up

As operators line up to move data, business for filters that block noise on cable systems booms (11/25/96, pp. 46-48, by Chris Nolan)

### STRATEGY

#### Perils of the Modem

Offering Internet access via cable modems can prove a tangle for operators (1/22/96, p. 44)

#### Look Who's Flexible!

As time passes, telephone companies show they can run fast (2/5/96, p. 36)

#### A Bill, a New Game

There's bad news for cable/telephony, but good news for small operators (2/19/96, p. 47)

#### Perils of Fragmentation

It's foolish to put a few modems here, a few digital set-tops there, a few phone switches elsewhere (3/4/96, p. 38)

#### Losing the Crown Jewels

Continental's the sparkler that will now shine for U S West (3/25/96, p. 48)

#### The Murdoch Phenomenon

With MCI, he's ready to fill in the gaps in his empire with a DBS service for the U.S. (4/15/96, p. 38)

#### Regional Can Be Beautiful

Cable's 'little' guys can still take strategic positions (4/29/96, p. 100)

#### Vegetarians and Carnivores

Notebaert rebuts critics of Ameritech's fiber/coax overbuild strategy (5/13/96, p. 50)

#### Analog, Anyone?

How to dodge the multiplying digital bills (5/27/96, p. 44)

#### A Taxing Situation

John Malone doesn't like to pay taxes, but it's not a wise policy for TCI's chief to flaunt that strategy (6/10/96, p. 48)

#### The Competition Conundrum

Why is cable so indifferent to a competitor that has three million subs? (6/24/96, p. 36)

#### Control Freaks

Unbridled ego torpedoes many a joint venture (7/15/96, p. 52)

#### Dirtying the Dish

In slugging at DBS, cable fails to stress one of its biggest strengths (8/19/96, p. 64)

#### Leapfrogging

These days, you've got to jump ahead of your competitor, forcing him to play catch-up (9/16/96, p. 66)

#### The Labor Juggernaut

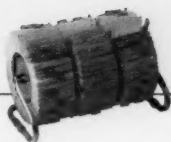
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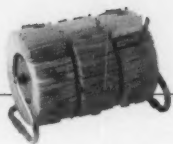
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